

## ORDER



**Orders**  
**Order / Rev:** 713834 - 2  
**Alt Order #:** 06316434  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1775  
**Flight Dates:** 09/15/12 - 09/21/12  
**Original Date / Rev:** 09/14/12 / 09/18/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	8	\$12,600.00	\$10,710.00
09/17/12	09/23/12	93	\$134,250.00	\$114,112.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	101	\$146,850.00	\$124,822.50	0.00
<b>Totals</b>	<b>101</b>	<b>\$146,850.00</b>	<b>\$124,822.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/17/12	09/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	1:00	6	\$2,000.00	P-3	0.00	NM	6	\$12,000.00
				10 NEWS-11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		6				\$2,000.00		0.00			
2	WTSP	09/17/12	09/21/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	1:00	5	\$1,400.00	P-3	0.00	NM	5	\$7,000.00
				DAVID LETTERMAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$1,400.00		0.00			
3	WTSP	09/17/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	1:00	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
				THE PRICE IS RIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$1,800.00		0.00			
4	WTSP	09/17/12	09/21/12	Y&R Young and the Restless	CM	1230-130p (12:30 PM-1:30 PM)	MTWTF--	1:00	5	\$2,200.00	P-3	0.00	NM	5	\$11,000.00
				YOUNG & RESTLESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$2,200.00		0.00			
5	WTSP	09/17/12	09/21/12	Late Late Show Late Late Show	CM	1237-137a	MTWTF--	1:00	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
				THE LATE LATE SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$700.00		0.00			

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 Alt Order #: 06316434  
 Flight Dates: 09/15/12 - 09/21/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	09/17/12	09/21/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	1:00	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$900.00			0.00		
7	WTSP	09/17/12	09/21/12	B&B Bold and Beautiful	CM	130-2p (1:30 PM-2:00 PM)	MTWTF--	1:00	5	\$2,200.00	P-3	0.00	NM	4	\$8,800.00
BOLD & BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$2,200.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WTSP	09/17/12-09/23/12		B&B			130-2p	(1:30 PM-2:00 PM)MTWThF----	1:00	<del>(\$2,200.00)</del>	0.00	NM			
Credited															
8	WTSP	09/17/12	09/21/12	M-F 2-3p The Talk	CM	2-3p	MTWTF--	1:00	5	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$1,200.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WTSP	09/17/12-09/23/12		M-F 2-3p			2-3p	MTWThF----	1:00	<del>(\$1,200.00)</del>	0.00	NM			
Credited															
9	WTSP	09/17/12	09/21/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	1:00	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$800.00			0.00		
10	WTSP	09/17/12	09/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	1:00	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
10 NEWS-5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$550.00			0.00		
11	WTSP	09/17/12	09/21/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	1:00	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
10 NEWS-530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$550.00			0.00		
12	WTSP	09/17/12	09/21/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	1:00	5	\$1,000.00	P-4	0.00	NM	4	\$4,000.00
10 NEWS-NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$1,000.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WTSP	09/17/12-09/23/12		M-F 6-630p			6-630p	MTWThF----	1:00	<del>(\$1,000.00)</del>	0.00	NM			
Credited															
13	WTSP	09/17/12	09/21/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	1:00	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$350.00			0.00		
14	WTSP	09/17/12	09/21/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	1:00	5	\$1,000.00	P-4	0.00	NM	0	\$0.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--			5			\$1,000.00			0.00		

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTSP	09/17/12	09/21/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	1:00	5	\$1,000.00	P-4	0.00	NM	0	\$0.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WTSP	09/17/12-09/23/12		CBS Evening News	630-7p		MTWThF----	1:00	<del>(\$1,000.00)</del>	0.00	NM				
Credited															
2	WTSP	09/17/12-09/23/12		CBS Evening News	630-7p		MTWThF----	1:00	<del>(\$1,000.00)</del>	0.00	NM				
Credited															
3	WTSP	09/17/12-09/23/12		CBS Evening News	630-7p		MTWThF----	1:00	<del>(\$1,000.00)</del>	0.00	NM				
Credited															
4	WTSP	09/17/12-09/23/12		CBS Evening News	630-7p		MTWThF----	1:00	<del>(\$1,000.00)</del>	0.00	NM				
Credited															
5	WTSP	09/17/12-09/23/12		CBS Evening News	630-7p		MTWThF----	1:00	<del>(\$1,000.00)</del>	0.00	NM				
Credited															
15	WTSP	09/17/12	09/21/12	7-730p Wheel of Fortune	CM	7-730p	MTWTF--	1:00	5	\$2,600.00	P-4	0.00	NM	5	\$13,000.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$2,600.00		0.00						
16	WTSP	09/17/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	1:00	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$400.00		0.00						
17	WTSP	09/17/12	09/21/12	730-8p Jeopardy	CM	730-8p	MTWTF--	1:00	6	\$3,000.00	P-4	0.00	NM	5	\$15,000.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	6		\$3,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WTSP	09/17/12-09/23/12		730-8p	730-8p		MTWThF----	1:00	<del>(\$3,000.00)</del>	0.00	NM				
Credited															
18	WTSP	09/17/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTWTF--	1:00	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$400.00		0.00						
19	WTSP	09/17/12	09/21/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MTWTF--	1:00	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
10 NEWS EFF. 9/12/11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$200.00		0.00						
20	WTSP	09/15/12	09/15/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	1:00	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
10 NEWS-11P SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$1,400.00		0.00						
21	WTSP	09/15/12	09/15/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p	-----S-	1:00	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
SEC ON CBS WK 1 20129/15/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$5,000.00		0.00						
22	WTSP	09/15/12	09/15/12	Sat 7-730p Wheel of Fortune	CM	Sat 7-730p	-----S-	1:00	1	\$800.00	P-4	0.00	NM	1	\$800.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$800.00		0.00						
23	WTSP	09/15/12	09/15/12		CM	Sat 8-10a	-----S-	1:00	1	\$600.00	P-4	0.00	NM	1	\$600.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 8-10a											
				CBS This Morning Saturday											
				CBS THIS MORNING - SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$600.00		0.00			
24	WTSP	09/16/12	09/16/12	Face the Nation	CM	Sun 1030-1130a	-----S	1:00	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				Face the Nation											
				FACE THE NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,000.00		0.00			
25	WTSP	09/16/12	09/16/12	LN (Su)	CM	Su 11-1135p	-----S	1:00	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
				Late News (Su)											
				10 NEWS-11P SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,800.00		0.00			
26	WTSP	09/16/12	09/16/12	Sun Prime A	CM	7-8p	-----S	1:00	1	\$9,000.00	P-4	0.00	NM	0	\$0.00
				60 Minutes											
				60 MINUTES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$9,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	09/10/12-09/16/12		Sun Prime A			7-8p	-----Su	1:00	<del>(\$9,000.00)</del>		0.00	NM		
Credited [mg line 29]															
27	WTSP	09/16/12	09/16/12	CBS Sunday Morning	CM	Sun 9-1030a	-----S	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
				CBS Sunday Morning											
				CBS SUNDAY MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$1,000.00		0.00			
28	WTSP	09/18/12	09/18/12	Tue Prime Other	CM	9-11p	-T-----	1:00	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
				NCIS: Los Angeles											
				NCIS: LOS ANGELES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$9,000.00		0.00			
29	WTSP	09/20/12	09/20/12	Thu Prime A	CM	Thu 8-9p	---T---	1:00	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
				Big Bang Theory/Big Bang Thec											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$9,000.00		0.00			
E 30	WTSP	09/19/12	09/21/12	730-8p	CM	730-8p	--WTF--	1:00	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					1	\$6,000.00		0.00			
E 31	WTSP	09/19/12	09/21/12	M-F 530-6p	CM	530-6p	--WTF--	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				10 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					1	\$1,100.00		0.00			
E 32	WTSP	09/19/12	09/21/12	M-F 10-11a	CM	10-11a	--WTF--	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Studio 10											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					1	\$300.00		0.00			
													Totals	101	\$146,850.00